

REMARKS

Claim 1 has been amended to include the subject matter of claims 8 and 9 with one change. The wording is now specified to warn the user, not simply to warn the system.

Warning the user is important because it is essential to enabling the user to select the power to continue to receive enhancements after the end of the program.

Contrary to the office action, nothing in the ATVEF specification ever contemplated or provided the specific means to enable the user to elect to override the termination of enhancements at the end of the corresponding program and thereby be able to continue to receive such enhancements.

Page 27 of the ATVEF specification says the system may be transitioned to full screen and that would prevent content creators from displaying their enhancement over some unrelated broadcast. It indicates further that content creators may wish to collaborate with producers of subsequent programs to build an enhancement that spans multiple video segments. In other words, the suggestion here is not giving the power to allow the enhancements to extend into the next program to the users but, instead, to divvy this right up between content creators and producers for previous and subsequent programs.

For example, two related programs might permit the first program to continue to display its enhancements during the second program. But providing this capability it would not allow the user to select it but, instead, would simply be provided in advance by the content creators or producers.

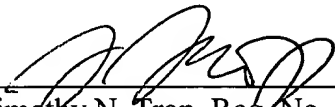
With the present invention, what happens is, prior to the end of the content, a warning is provided to the user. The user may then elect to retain the right to continue to view enhancements. In such case, the termination of the enhancements does not occur.

With the cited ATVEF specification, all that happens is that at the end of the program, whether the user likes it or not, the ability to receive enhancements is terminated. The proposed modification involves some agreement between producers, creators, and whomever, that would allow, with respect to specific programs, that enhancements from one program could carryover to a second program. This does not in any way give the power to carryover enhancements to the user as contemplated only in the claimed invention.

Therefore, reconsideration is respectfully requested.

Respectfully submitted,

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